References

1. Abhijeet Singh and Brijesh Kumar (2011) Customer Relationship Management Tools: An Overview, Marketing Mastermind, Vol 11, pp 23.

2. Abhijeet Singh and Brijesh Kumar (2011) Customer Relationship Management Tools: An Overview, Marketing Mastermind, Vol 11, pp 24.

3. Arvind Saxena (2010), Quoted from Sharmistha Mukherje, Business Standard, New Delhi, pp 12.

4. Abhijeet Singh and Brijesh Kumar (2011) Customer Relationship Management Tools: An Overview, Marketing Mastermind, Vol 11, pp 23-26.

5. Alan Smith, (2006) CRM and customer service: strategic asset or corporate overhead, Handbook of Business Strategy, Vol 7, pp.87 – 93.

6. A Mukund (2006), CRM Case Studies, The ICFAI University Press, pp 103-124.

7. A V Vedpuriswar (2003), Every Business is a Service Business, The ICFAI University Press, pp 175-180.

8. Biswajit Mahanty and Virupaxi Bagodi (2006), International Journal of Technology, Policy and Management, Vol 06, pp 221 – 235.

9. Biswajit Mahanty and Virupaxi Bagodi (2007), International Journal of Services and Standards, Vol 3, pp 39 - 63.

10. Biswajit Mahanty and Virupaxi Bagodi (2008), Two-wheeler service sector in India: factors of importance for sustainable growth, Journal of Advances in Management Research, Vol 5, pp 21 – 27.

11. Calin Gurau (2003), Tailoring e-service quality through CRM managing service quality, Vol 13, pp 520 – 531.

12. Celent (2006), CRM Case Studies, The ICFAI University Press, pp 9-20.

13. Gaurav Patra (2006), CRM Case Studies, The ICFAI University Press, pp 21-28.

14. Gordon Fullerton, (2006), CRM Case Studies, The ICFAI University Press, pp 73-76.

15. Gordon Fullerton, (2006), CRM Case Studies, The ICFAI University Press, pp 67-77.

16. Graham Charlton (2011), Indian Management, Vol 50, pp 34 – 35.

17. Injazz J. Chen, Karen Popovich, (2003) Understanding customer relationship management (CRM): People, process and technology, Business Process Management Journal, Vol 9, pp 672 – 688.

18. Kevin Keller (2012), Marketing Management, Pearson Education Ltd, pp 170.

19. Koushiki Choudhury, Arvinandan Mukherjee (2007), Customer Relationship Management- emerging concepts, tools and applications, pp 451-462.

20. Lavanya T (March 2011), Customer Relationship Management and Higher Education – A Vision, Advances In Management, Vol 4, pp 18-20.

21. Michael Cusumano, Steve Kahl and Fernaando Suarez, (2006) Product, Process, and Service: A New Industry Lifecycle Model, MIT Sloan School of Management, pp 1-39.

22. Milind Bade (2011), 4P"s Business and Marketing, Brand Journey Bajaj Auto, Vol VI, pp 34.

23. Mona J Fitzsimmons (2010), Service Management–Operations, Strategy, Information Technology, pp 05.

24. Mary Moylan (2006), CRM Case Studies, The ICFAI University Press, pp 1-8.

25. Oyama (2012), The Mint, Vol VI, PP 08.

26. Pawan Chabra (2011), Brand Journey Bajaj Auto, 4Ps Business and Marketing, Vol VI, pp 31-32.

27. Pawan Chabra (2011), Brand Journey Bajaj Auto, 4Ps Business and Marketing, Vol VI, pp 35.

28. Philip Kotler (2012), Marketing Management, Pearson Education Ltd, pp 147-148.

29. Paul Szwarc (2006), Researching customer satisfaction and loyalty how to find out what people really think, pp 26-27.

30. R K Garg (2011), Business Competitiveness Strategies for Automobile Industry, Global Competition & Competitiveness of Indian Corporate pp 299-303.

31. Richard Feinberg, Rajesh Kadam (2002), E-CRM Web service attributes as determinants of customer satisfaction with retail Web sites, International Journal of Service Industry Management, Vol 13, pp 432 – 451.

32. S.Saravan, N Panchanathan and S Pragadeeswaran (2009), Perspective of Innovations, Economics and Business, International Cross-Industry Journal, Vol 3, pp 71-75.

33. Shashank Srivastava (2012), Outlook India, Vol L 11, No 08, pp 42.

34. Steve Kahl and Fernaando Suarez, (2006), Product, Process, and Service: A New Industry Lifecycle Model, MIT Sloan School of Management, pp 1-39.

35. Susan Suffes, (2006), CRM Case Studies, The ICFAI University Press, pp 149-156.

36. Shailendra Dasari (2011), Wheel of Relationship Marketing Rediscovered: The Indian Experience, Marketing Mastermind, Vol 11, pp 26-29.

37. Shan L Pan and Jae Nam Lee (2003), Communications of the ACM, Vol 46, pp 95-99.

38. Tamilarasan R (Jan 2011), Customer Relationship Management in Banking Services, Advances in Management, Vol 4, pp 27-29.

39. V.G. Ramakrishnan (2003), Vehicle Servicing in India -Transformation in progress, Frost & Sullivan Market Insight, pp 1.

40. V.G. Ramakrishnan (2003), Vehicle Servicing in India -Transformation in progress, Frost & Sullivan Market Insight, pp 05.

41. V S Ramaswamy (2010), Marketing Management, Macmillan Publishers, pp 317.

42. W Ravi Kumar (2011), Indian Management, Vol 50, pp 28 – 30.